



MEDIA KIT

SLAINTE!

Irish tradition meets California culture. Dance. Drink. Feast.

Traditionally a religious holiday in Ireland, St. Patrick's Day has since become a day of honoring St. Patrick with a day of mass, drinking, dancing and feasting. From the parades in New York to the 'greening' of the Chicago Rivers, this day has connected various cities, countries and people. Celebrated by many countries throughout the world, St. Patrick's Day has been transformed from a solely Irish celebration into a global practice of joy and festivities.

EVENT SPECIFICS

DATE: Saturday, March 12, 2011

TIME: 2:00 p.m. - 7:00 p.m

WHAT: St. Patrick's Day Festival

WHY: Dance, Drink and Feast. Celebrate the traditional Irish holiday and proceeds go towards a good cause.

IRISH AND EARTH GREEN

Will the event be sustainable in any fashion? If so, how?

Yes, we are certified as a green event by the **GREEN BUSINESS PROGRAM** - all products used at the event are recycled or recyclable. The event will produce a zero waste based on their strict requirements.

VENUE

TAGLYAN CULTURAL COMPLEX

ADDRESS: 1201 North Vine Street
Hollywood, CA, 90038

PHONE: 323-978-0005

WEB: www.taglyancomplex.com



FOR MORE INFORMATION, VISIT:

www.stpattysfest.com

MEDIA CHART

Estimated Number of Media Impressions: 38,000,000

ATTENDEE PSYCHOGRAPHIC

- Enjoys Beer and Wine tasting
- Dines out at least 5 times a month
- Makes travel plans yearly - nationally and internationally
- Attends concerts / Avid movie-goers
- Loves to shop
- Throws dinner parties for guests at home
- Eco-conscious
- Supports local charities

ATTENDEE DEMOGRAPHIC

- Age ranges: 25 - 55
- Household income range: \$75,000 - \$250,000
- 30% of attendees are from outside of the Los Angeles area
- Estimated number of attendees is 800
- 85% single
- 87% college educated
- 89% own Home
- 98% use internet at home or work
- 75% make purchases online
- 58% make travel plans online
- 79% obtain news and current events online
- Occupations: Professional / Managerial: 60%, Attorneys: 20%, Hollywood Industry: 20%, Other: 10%

MEDIA NAME	MEDIA TYPE	COPIES / POTENTIAL AUDIENCE	COVERAGE AREA	TYPE OF COMMUNICATION
TV				
KNBC Channel 4 'First Look LA'	Television	1,000,000 viewers	Greater Los Angeles	Editorial
KTLA Channel 5	Television	1,000,000 viewers	Greater Los Angeles	Editorial
RADIO				
CRN Digital Talk	Radio	25,000,000 broadcasted	National	Paid Advertisement
790 KABC Talk Radio	Radio	1,400,000 for 2 weeks	Greater Los Angeles	Paid Advertisement
97.1 The FM Talk Radio Station	Radio	1,200,000 for 2 weeks	Greater Los Angeles	Paid Advertisement
100.3 The Sound	Radio	1,000,000 for 2 weeks	Greater Los Angeles	Paid Advertisement
PRINT				
Beverly Hills Courier	Print	64,700 subscribers/ monthly	Los Angeles	Paid Advertisement
Beverly Hills Design & Life	Print - Magazine		Los Angeles	Paid Advertisement
Beverly Hills Magazine	Print - Magazine	40,000 monthly	Los Angeles	Event Listing
Daily News	Print	35,000 bi-annually	Greater Los Angeles	Paid Advertisement
IN Magazine	Print - Magazine	70,000 weekly	Los Angeles	Paid Advertisement
Live Long Beach and South Bay	Print - Magazine	25,000 bi-monthly	Greater Los Angeles/O.C.	Paid Advertisement
Live Orange County	Print - Magazine	25,000 bi-monthly	Greater Los Angeles/O.C.	Paid Advertisement
Ocean Magazine	Print - Magazine	25,000 monthly	Greater Los Angeles/O.C.	Paid Advertisement
Orange County Register	Print	75,000 monthly	Orange County	Paid Advertisement
Park La Brea	Print	1,200,000 weekly	Los Angeles	Paid Advertisement
Patterson's The Tasting Panel Magazine	Print	33,000 weekly	National	Sponsored Advertisement
The District Weekly	Print - Magazine	30,000 weekly	Los Angeles	Paid Advertisement
Los Angeles Magazine	Print - Magazine	40,000 monthly	Los Angeles	Paid Advertisement
LA Weekly	Print	40,000 monthly	Los Angeles	Paid Advertisement
WEB-ADS & EDITORIALS				
CitySearch.com	Web	50,000 impressions	National	Sponsored
LA Splash Magazine Worldwide	Web	550,000 visitors/monthly	Greater Los Angeles	Advertisement
Laist.com	Web	1,600,000 visitors/month	Los Angeles	Editorial
LA's The Place.com	Web	1,200,000 visitors/month	Los Angeles	Editorial
Thrill List	Web	30,000 subscribers	Greater Los Angeles	Editorial
Wine X Magazine	Web	320,000 per month	National	Newsletter E-Blast
CityVoter.com	Web	320,000 per month	Los Angeles	Advertisement
Tasting Table	Web	320,000 per month	Los Angeles	Advertisement
Chowhound	Web	30,000 per month	Los Angeles	Advertisement
WEB - EVENT LISTING				
Dining Out Meet Up.com	Web	15,000 visitors/month	Los Angeles	Event Listing
LA Nomand.com	Web	3,000 visitors/month	Los Angeles	Event Listing
LocalWineEvents.com	Web	12,000 visitors/month	Greater Los Angeles	Event Listing
Los Angeles City Zine.com	Web	60,000 visitors/month	Greater Los Angeles	Event Listing
Los Angeles Times - The Guid	Web	775,000 visitors	Greater Los Angeles	Event Listing
SantaClarity Valley News.com	Web	2,700,000 visitors/month	Greater Los Angeles	Event Listing
Singular City.com	Web	73,000 visitors	Greater Los Angeles	Event Listing
SocialDomain.com	Web	35,000 visitors/month	Los Angeles	Event Listing
Yelp.com	Web	74,000 subscribers	Greater Los Angeles	Event Listing
Facebook.com	Web	300 million active users	Worldwide	Event Listing
YouTube.com	Web	24 million+ users	Worldwide	Event Listing
MySpace.com	Web	120 million active users	Worldwide	Event Listing
Twitter.com	Web	14 million users (US users)	Worldwide	Event Listing

SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP

\$ 10,500

(three available)

THE TITLE SPONSOR IS THE PRESENTING SPONSOR OF THE ST. PATTY'S FEST
THIS SPONSORSHIP PACKAGE IS VALUED AT OVER \$18,000, INCLUDING:

RECOGNITION AS THE TITLE SPONSOR FOR THE ST. PATTY'S FEST

- Logo / Name included in Event Title - "St. Patty's Fest presented by sponsor"
- Logo / Name included in all event communications and printed materials, including but not restricted to:
 - Print Advertising
 - Radio Advertising
 - Event Guide
 - Press Releases
 - Newsletters
 - Website Logo and Link
 - Posters
 - Signage at Festival
 - VIP Badges
 - Event Letterhead
- Access to 80,000 member guest list for marketing purposes
- On-site recognition
- 3-4 banners on site (provided by sponsor)
- Generous Public Address announcements at the event
- Active involvement in event activities (i.e. Opening Ceremonies, Tapping the Ceremonial Keg)
- 10' x 20' space for a commercial exhibit

HOSPITALITY

- 16 VIP
- 50 tickets to the event
- Full Page ad in our beautiful full color event catalog

PLATINUM SPONSORSHIP

\$ 7,000

(four available)

THIS SPONSORSHIP PACKAGE IS VALUED AT OVER \$15,000, INCLUDING:

NAME RECOGNITION

- Recognition in all communications and printed materials
- Website Logo and Link
- 1/2 page ad in our beautiful full color event catalog

ON-SITE RECOGNITION

- 2-3 banners on site (provided by sponsor)
- Listing on the St Patty's Fest sponsor sign
- Public Address announcements at the event
- 10 x 20 space for a commercial exhibit

HOSPITALITY

- 8 VIP
- 30 tickets to the event

GOLD SPONSORSHIP

\$ 4,000

THIS SPONSORSHIP PACKAGE OFFERS OVER \$3,000 IN SPONSOR BENEFITS INCLUDING:

NAME RECOGNITION

- Name Listing on St. Patty's Fest Event Guide
- 1/4 page ad in our beautiful full color event catalog
- Website recognition

ON-SITE RECOGNITION

- 1 banner on site (provided by sponsor)
- Listing on the St. Patty's Fest sponsor sign
- Public Address announcements at the event

HOSPITALITY

- 4 VIP
- 10 tickets to the event
- 10 x 10 space for a commercial exhibit

SILVER SPONSORSHIP

\$ 3,000

- Name Listing on St. Patty's Fest Event Guide
- 1/4 page ad in our beautiful full color event catalog
- 1 banner on site (provided by sponsor)
- Listing on the St. Patty's Fest sponsor sign
- 2 VIP
- 5 tickets to the event
- 10 x 10 space for a commercial exhibit

BRONZE SPONSORSHIP

\$ 2,550

- 1 banner on site (provided by sponsor)
- 2 tickets to the event
- 10 x 10 space for a commercial exhibit

COMMERCIAL BOOTH (10 X 10)

\$ 500

